THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT): (a) Yes, Sir.

(b) 5,130 applications were received upto 30-10-87. Processing of all the applications has been started. The results will be finalised only after all the applications have been scrutinised by the Selection Board.

(c) The list is laid o$_n$ the Table of the House.

The following are the Members of the Selection Board constituted by the Government for approval of names fo'r registration as Producers/ Directors: —

1. Shri B. K. Zutshi, Joint Secretary Ministry of Information and Broadcasting—Chairman.

2. Shri B. K. Karanjia, Editor, Screen.

3. Shri V. B. Chandra, Chief Producer, Film Division.

4. Shri Hrishikesh Mukherjee, Eminent Film Director and Producer.

5. Shri M. Shamim, Special Correspondent, Times of India.

'"^"•"tHShri Dilip Sircar, Vice-President, Eastern India Motion Pictures Association.

7. Ms. Meera Mazoomdar, Retired Deputy Director General, Door-darshan.

8. Ms. Urmila Gupta, Executive Director, Directorate of Film Festival.

9. Shri Shiv Sharma, Additional Director General, Doordarshan.

Commercial Advertisements by Doordarshan

254 SHRI AN AND SHARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the guidelines, if any, for the approval of commercial advertisements by the Doordarshan; and

(b) whether any prior crtification by other Government agencies is required and if so, the details thereof?

THE MINISTER OF PARLIA MENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT): (a) Guidelines for Commercial advertisements on Doordarshan are contained in the Code for Commercial advertising copies of which were laid in Rajya Sabha on 7th May, 1987.

(b) No. Sir.

Rural Development Programme

*255. SHRIMATI VEENA VF.RMA:

SHRI RAJNI RANJAN SAHU:

Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government have made any assessment of the various rural development programmes launched during 1987-88;

(b) if so, what are the details thereof; and

(c) what special measures Government propose to take to implement these programmes more effectively in future?

THE MINISTER OF AGRICULTURE (SHRI BHAJAN LAL): (a) to (c) A statement is placed on the Table of the House.

Statement

No new rural development programme has been launched by this Ministry during 1987-88. However, the impact of the on-going programmes has been assessed from time to time through evaluation studies conducted by Programme Evaluation Organisation (PEO) of the Planning Commission, studies conducted through reputed institutions, field visits of senior officers in different States, seminars of the State Rural Development Secretaries and Concurrent Evaluations. Some of the major findings and the steps taken to implement the programmes more effectively are as under: —

Integrated Rural Development Programme (IRD):

(a) *Findings:*

(i) About 81% beneficiaries had found the assistance (subsidy and credit) sufficient for acquiring the asset)

(ii) Assets had generated income of more than Rs. 2000 in 27 per cent. The incremental income was between Rs. 1001 to Rs. 2000 in 24 per cent cases and between Rs. 501 to Rs. 1000 in 17 per cent cases while it was upto Rs. 500 in 10 per cent cases.

(iii) At the national level 61 per cent old beneficiaries had crossed the poverty line of RS. 3500 and 13 per cent old beneficiaries the revised poverty line of Rs. 6400.

(iv) At the national level 48 per cent old beneficiaries belonging to destitute and very poor group (whose initial income was less than Rs. 3500) had crossed the poverty line of Rs. 3500. Such 5 per cent families had crossed the revised poverty line of Rs. 6400.

(v) Selection of ineligible fanu lies had been as high as 9 per I cent.

(b) Steps taken to .improue the programmes

(i) Poverty line has been kept at Rs. 6400. For identification purpose, the cut-of point has been raised to Rs. 4800 per family. However, all the families with income upto Rs. 3500 have to be covered before taking up families. with higher income.

(ii) Supplemental' dose of assistance to those families who were assisted during the Sixth Plan but^ could not cross the poverty line for no fault of theirs.

(iii) Criteria for allocation of funds to States changed from approach of uniformity to one of selectivity based on in incidence.

(iv) Diversification of activities to include new and innovative programmes.

(v) The limit of security free loans unde?—IRDP _ raiseoP:S[1]i5tSr- Rs. 5,000 to Rs. 10,000 and ISB sector Rs. 25,000.

n. *National Rural Employment programme (NREP):*

(a) *Findings:*

(i) About 80 per cent of the total employment under NREP was shared by SC|ST and backward classes who accounted for 70 per cent of the sample size.

(ii) Wages paid were by and; large, in accordance with the minimum agricultural wage rates fixed by the State$_s$ or district administration.

(ii) Wage income from NREP was 23 per cent of the average wage income of the household.

(iv) Involvement of benefi-seiaries in planning and selection of projects was minimal.

(v) Schemes benefitting SCsj STs were not taken up by most •of the States.

(vi) In many cases execution of works is through contractors) middleman which resulted in leakage of funds and misuse oi foodgrains.

(b) *Steps taken to .improve the* programme:

(i) The programme guidelines lhave been suitably modified. la respect of certain deficiencies which need indepth consideration, action is being taken to bring out suitable modifications in the guidelines.

<III) *Rural Water* Supply *Programmes (RWSP):*

(a) *Findings:*

(i) 79 per cent of all the water sources which have surveyed were .found to be functioning.

(ii) 92 per cent of the water sources are based On pumping systems; 8 per cent on gravity system.

(iii) 27 per cent of the sources _are located in SC populated areas and 12 per cent in ST populated areas against their respective population of 20 per cent and 8 per cent forming the sample survey.

(iv) 81 per cent of all the sources ar_e easily accessible to SC_S and 86 per cent to STs.

(to) Steps taken to *improve ihe programme:*

(i) A detailed action plan for full coverage of problem villages has been prepared for all the States for the current and remaining years of the Seventh Plan.

(ii) In order to tackle most critical areas first a strategy indicating priority for coverage has been given to the States.

(iii) States have been permitted to utilise upto 10 per cent of ARWSP funds for operation and maintenance activities to keep the rural water supply in an efficient working condition.

(iv) A National Technology Mission on Drinking Water has been set up with the objective of residual problem villages by March, 1990, to evolve cost effective technology mix to achieve the objective within the constraints of plan allocations.

Implementation of technology mission on drinking water

•256. SHRI SURESH PACHOURI: Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Technology Mission on Drinknig Water had been running as per schedule and if so, the details thereof;

(b) whether there had been any unexpected difficulties in its implementation and if so, how these were rectified; and

(c) what is the expenditure Incurred thereon so far?